

# EXHIBIT 5

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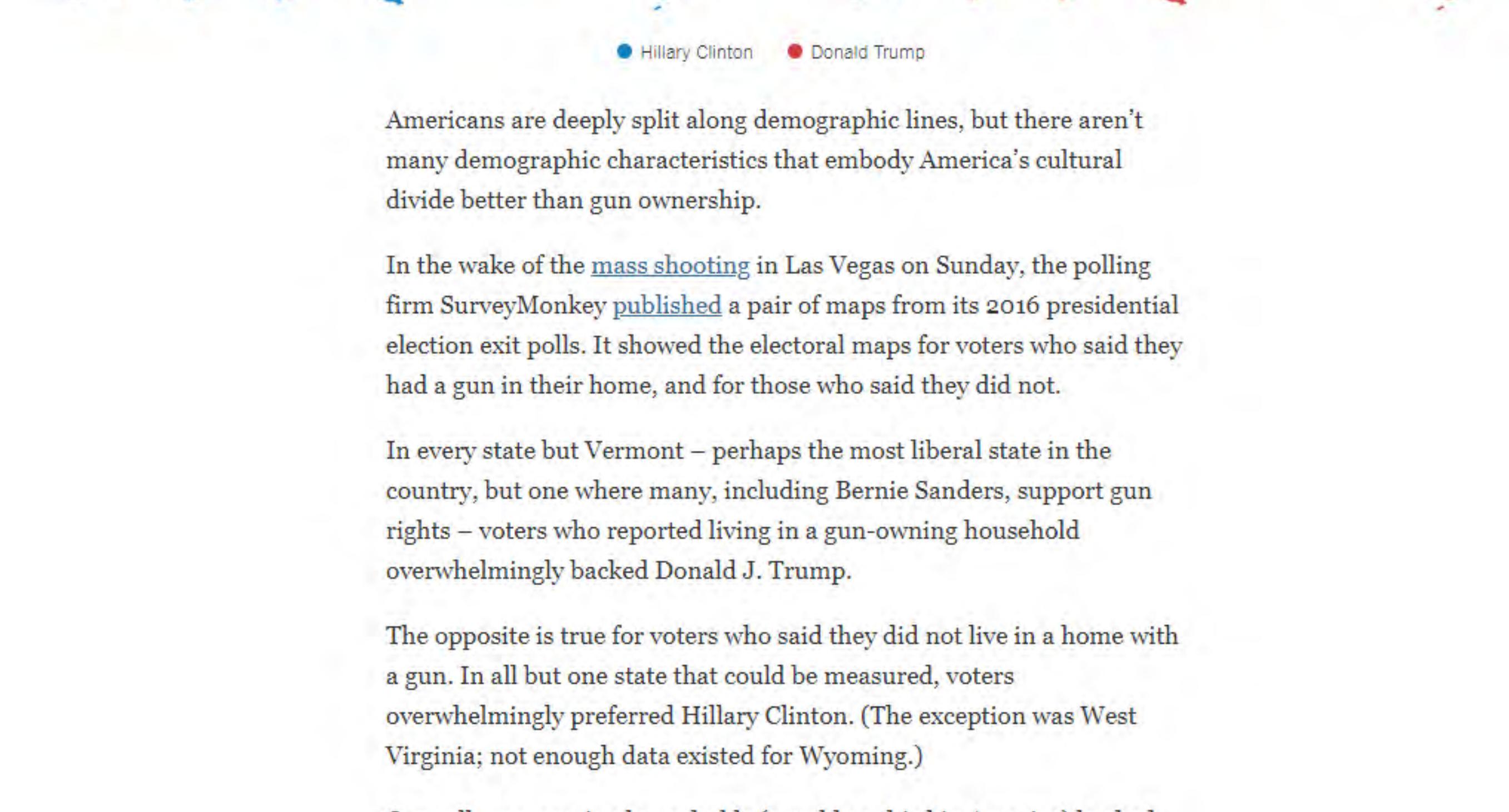
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## The Upshot

## Nothing Divides Voters Like Owning a Gun

By NATE COHN and KEVIN QUEALE OCT. 2, 2017

2016 presidential election vote among...



Americans are deeply split along demographic lines, but there aren't many demographic characteristics that embody America's cultural divide better than gun ownership.

In the wake of the [mass shooting](#) in Las Vegas on Sunday, the polling firm SurveyMonkey published a pair of maps from its 2016 presidential election exit polls. It showed the electoral maps for voters who said they had a gun in their home, and for those who said they did not.

In every state but Vermont — perhaps the most liberal state in the country, but one where many, including Bernie Sanders, support gun rights — voters who reported living in a gun-owning household overwhelmingly backed Donald J. Trump.

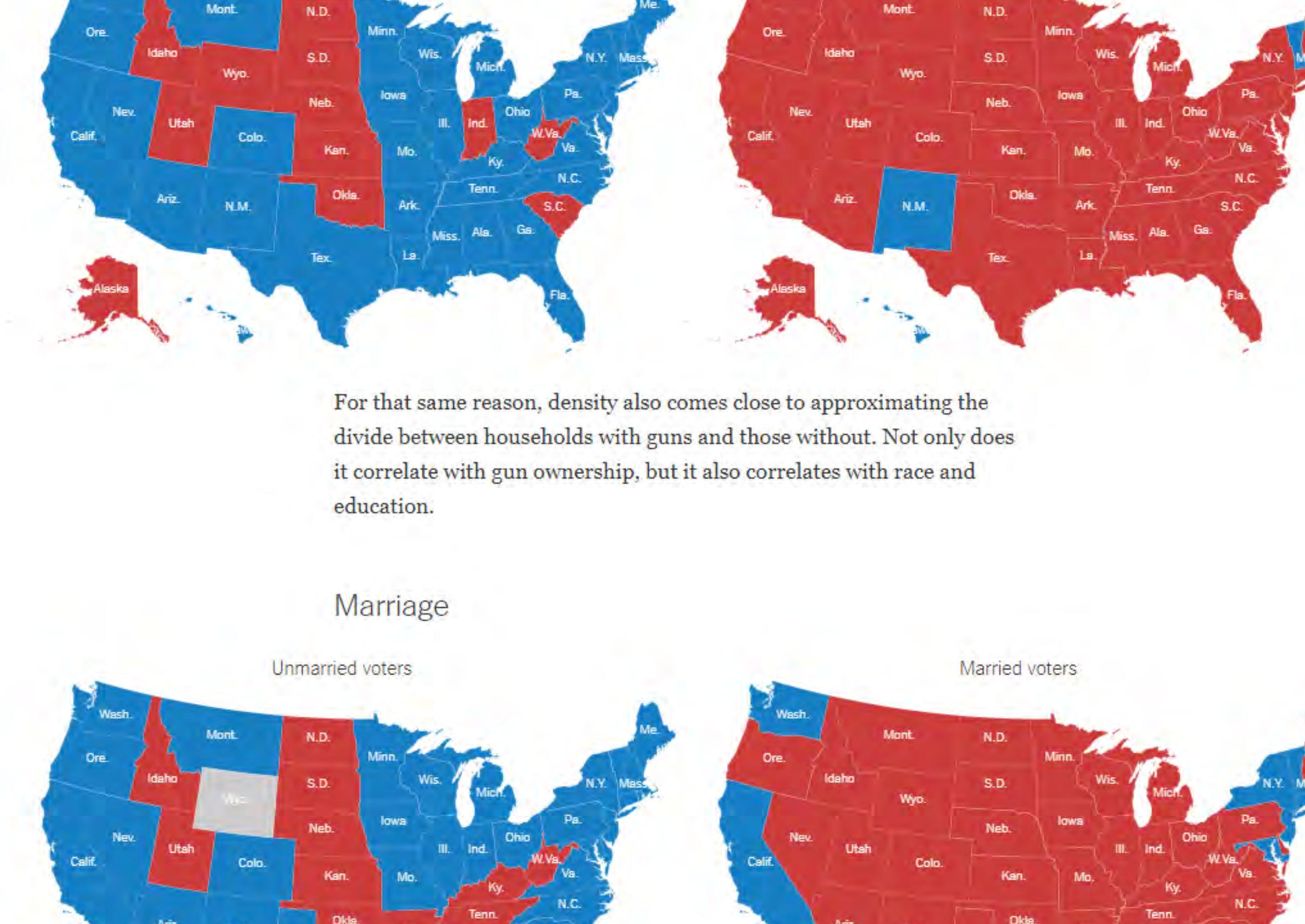
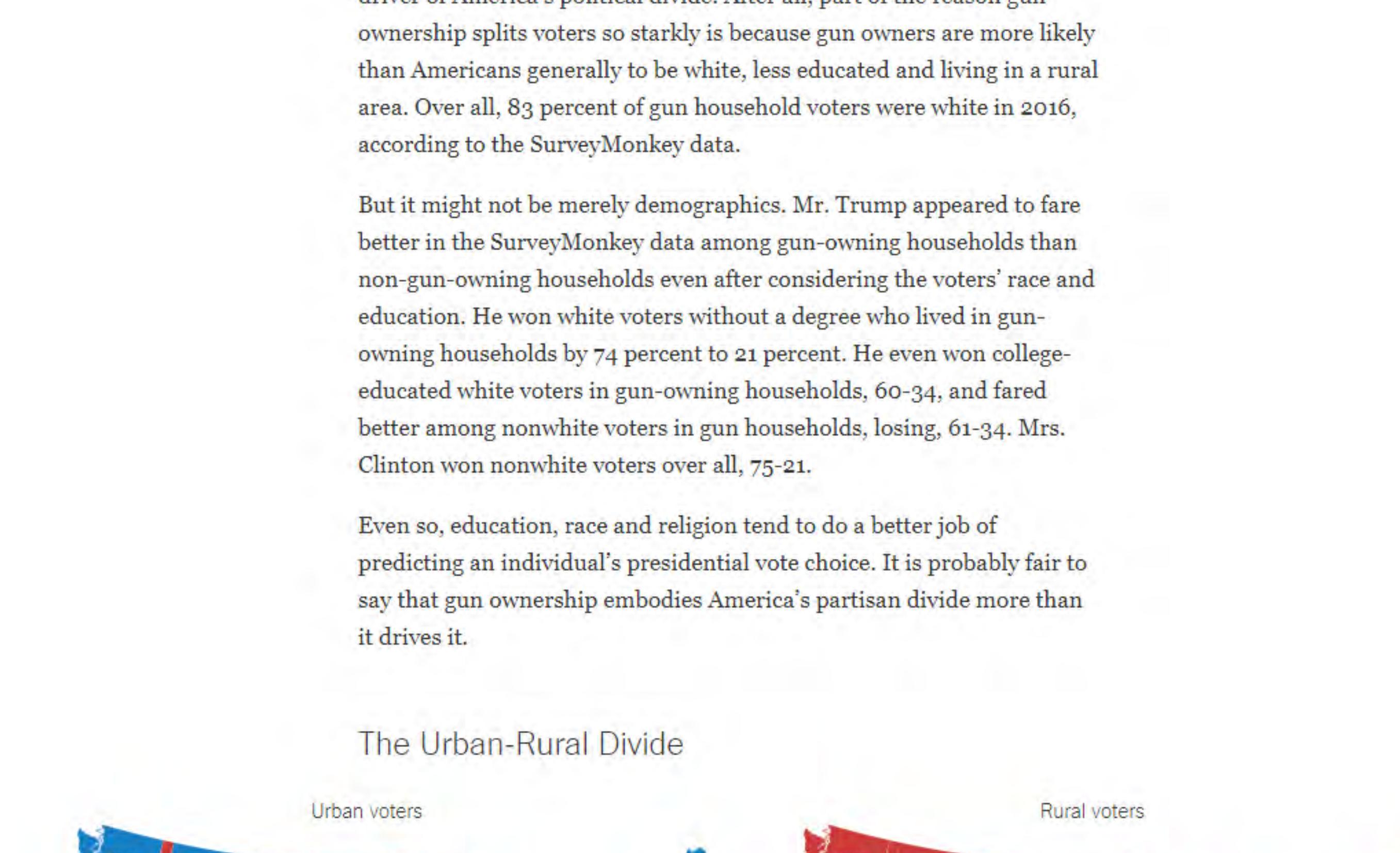
The opposite is true for voters who said they did not live in a home with a gun. In all but one state that could be measured, voters overwhelmingly preferred Hillary Clinton. (The exception was West Virginia; not enough data existed for Wyoming.)

Over all, gun-owning households (roughly a third in America) backed Mr. Trump by 63 percent to 31 percent, while households without guns backed Mrs. Clinton, 65 percent to 30 percent, according to SurveyMonkey data.

No other demographic characteristic created such a consistent geographic split.

## Comparable to the Racial Divide

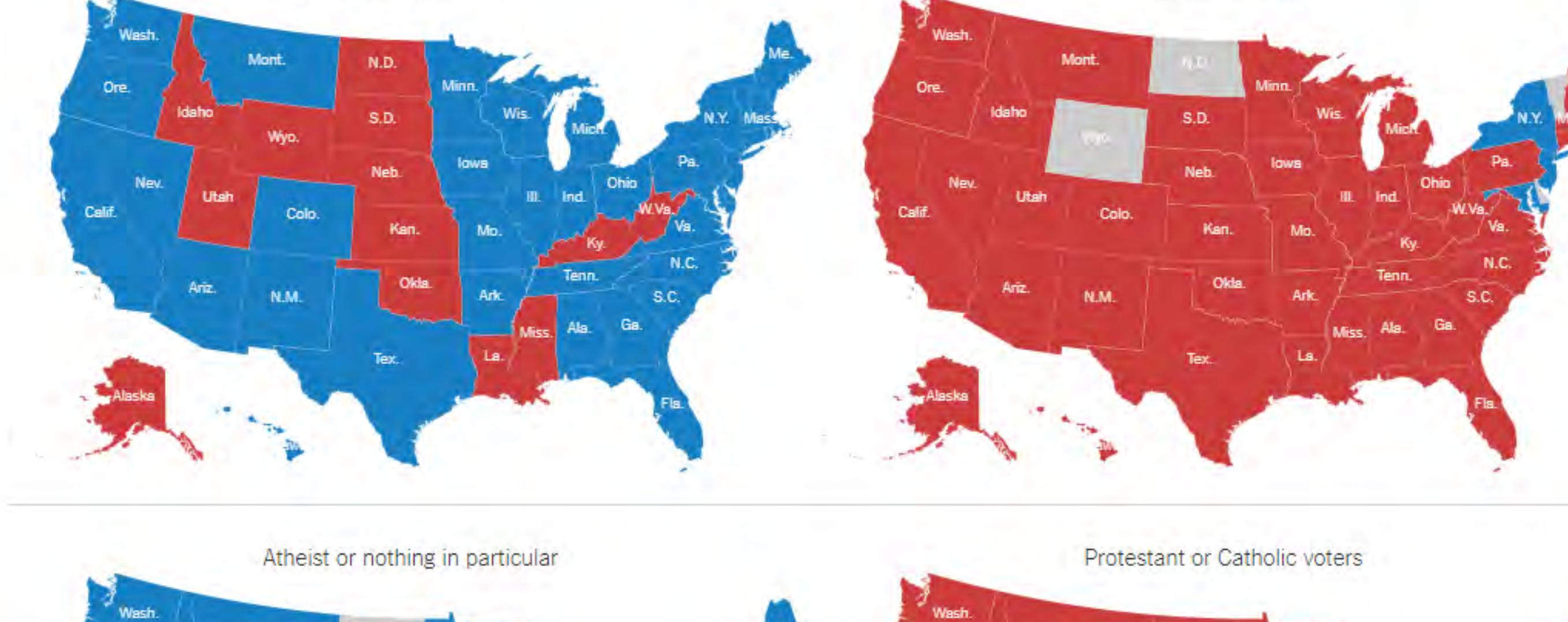
American politics is deeply divided by race, and the gap between white and nonwhite voters is similar to the gap between households with guns and those without. But Mrs. Clinton won white voters, often by a wide margin, in 10 states and Washington, D.C., worth 139 electoral votes in all. And Mr. Trump may have been competitive among nonwhite voters in a few conservative states, like Oklahoma. (The poll data among nonwhite voters is sparse in several small states and subject to a considerable margin of sampling error.)



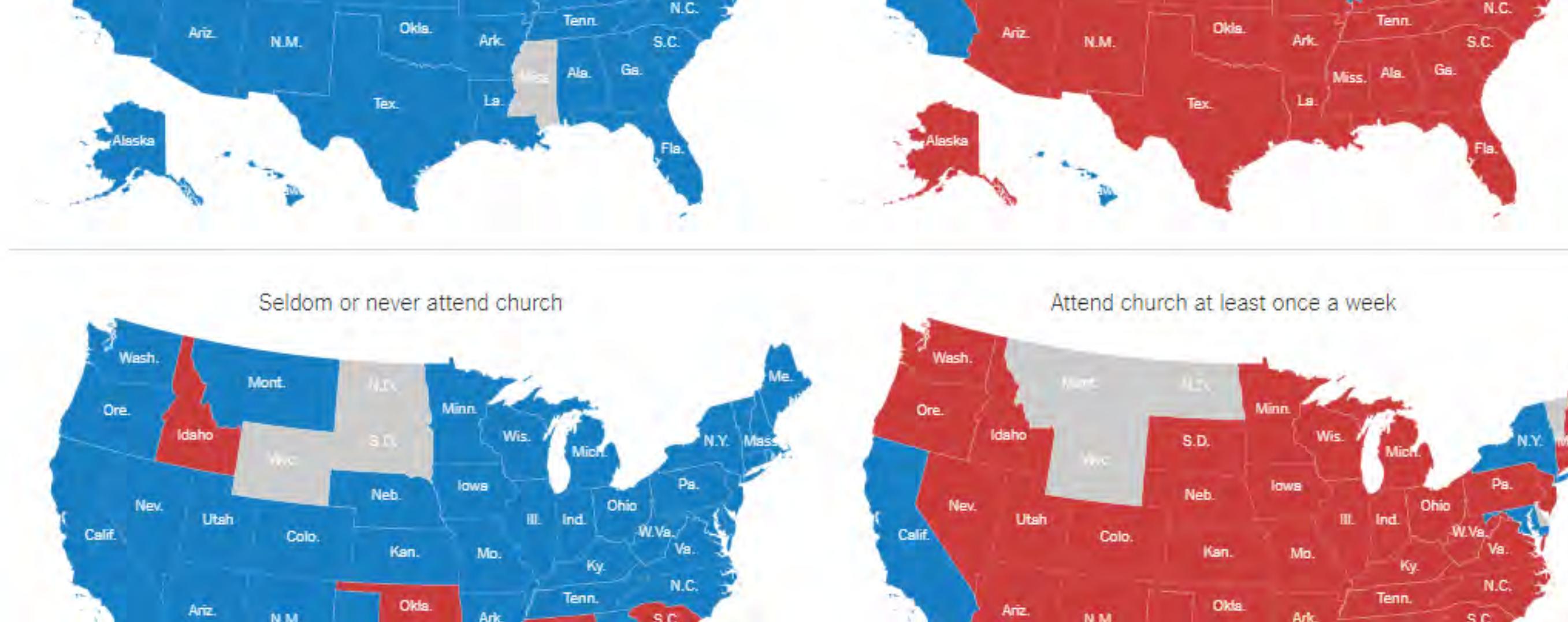
But it might not be merely demographics. Mr. Trump appeared to fare better in the SurveyMonkey data among gun-owning households than non-gun-owning households even after considering the voters' race and education. He won white voters without a degree who lived in gun-owning households by 74 percent to 21 percent. He even won college-educated white voters in gun-owning households, 60-34, and fared better among nonwhite voters in gun households, losing, 61-34. Mrs. Clinton won nonwhite voters over all, 75-21.

Even so, education, race and religion tend to do a better job of predicting an individual's presidential vote choice. It is probably fair to say that gun ownership embodies America's partisan divide more than it drives it.

## The Urban-Rural Divide

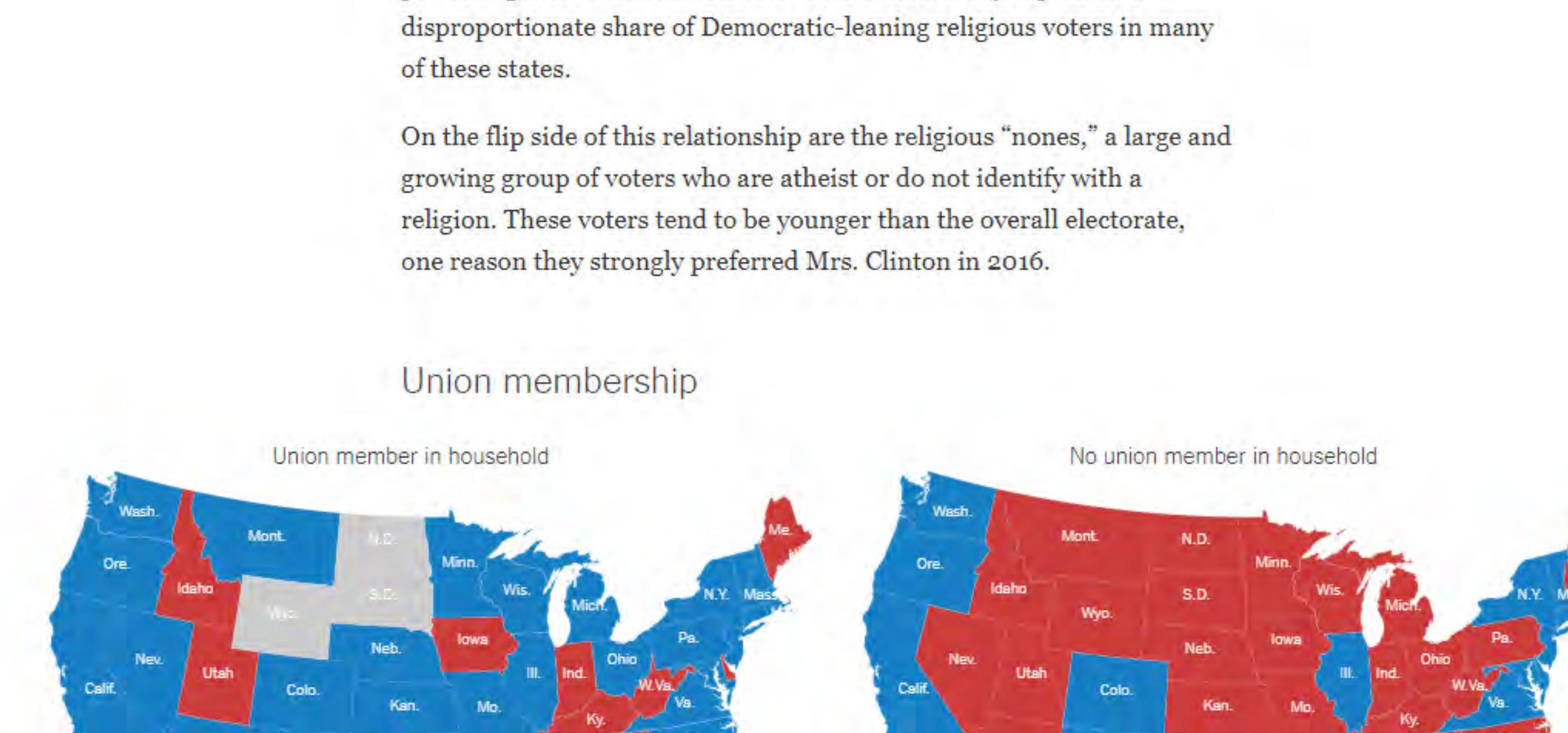


## Marriage

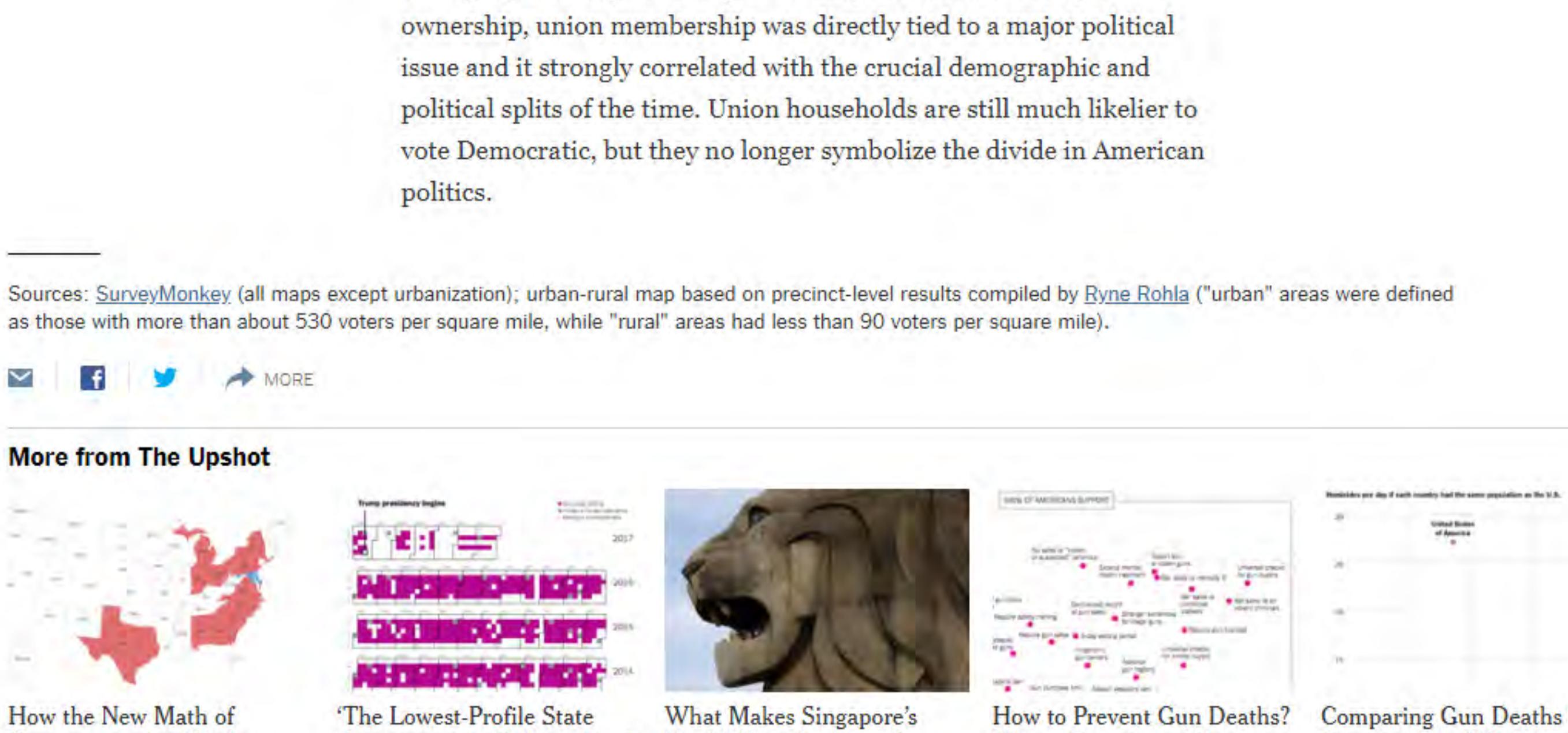


Other categories that blur the line between demographics and issue politics — like religion, union membership and military service — don't yield such a pronounced split.

## Religious divisions



On the flip side of this relationship are those who are atheist or do not identify with religion. These voters tend to be younger and do not overall have a lower education, one reason they strongly preferred Mrs. Clinton in 2016.



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Source: SurveyMonkey. All 530 voters (urban/rural); mile, urban-rural map based on less than 90-mile voters per square mile.

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